



SPONSORSHIP KIT · 2027

THE ULTIMATE E-COMMERCE SUMMIT · OUR EIGHTH YEAR

Where brands do business.

1,000+ operators. Two days. One room on the Hudson.

VENUE

Pier Sixty · New York

DATES

May 24–25, 2027

INNOVATE.SHOW



— WHO WE ARE • OUR EIGHTH YEAR

By brands, for brands.

Innovate was founded — and is still run — by three e-commerce sellers. Eight years in, it's built around what operators actually need from a room: real tactics, real peers, and partners worth meeting.

“As fellow entrepreneurs and sellers, we understand the value of collaborating with industry experts and service providers. Join us as a sponsor to connect with a targeted, engaged audience, showcase your brand, and support the growth of e-commerce brands.”

— DIMITRI, BRANDON & JARED, CO-FOUNDERS

New for 2027

A bigger room — and a vetted one.

1,000+

Sellers expected

Up from 700+ at Pier Sixty in 2025.

500

Free tickets for brands that apply and qualify

Not just anyone gets a ticket. We vet every applicant so the room is full of top leads for you.

What it means for sponsors

Vetted, not open-door

Every seat is a real operator running a real brand.

Higher buyer density

More decision-makers in one room than ever before.

Better prospects

Fewer competing vendors. Qualified leads, pre-selected.

Three tracks. One room of buyers.

Every attendee runs a multi-channel brand. In 2027 each channel gets its own stage — and its own sponsors.

TRACK 01

01

DTC & Social Commerce

TikTok Shop

Shopify

Creators & affiliates

Retention / loyalty apps

YouTube

BUILT FOR

TikTok Shop tools, creator & affiliate platforms, subscription & loyalty apps, DTC fulfillment, CRO.

TRACK 02

02

AI for Brands

AI content & avatars

GEO / ChatGPT visibility

AI-run ads

AI listings

AI support

BUILT FOR

AI-native tools, and agencies with an AI stack.

TRACK 03

03

Amazon

PPC

Margin & fees

Catalog

Inventory

Walmart

WHO'S IN THE SEATS

Sellers that have always been our audience.

3

hands-on workshops

VIP attendees leave with a finished asset — e.g. an AI avatar, a GEO audit.

1:1

pre-booked meetings

Attendees opt in, matched by category, guaranteed before you arrive.

Free

Brand Activator floor space

For rising sub-\$10M brands — your next customers.

Who's in the room

MULTI-CHANNEL OPERATORS

- Amazon
- Shopify / DTC
- TikTok Shop
- Walmart
- Retail

43%

of attendees do \$10M+ a year

Eight- and nine-figure brands, in one room.

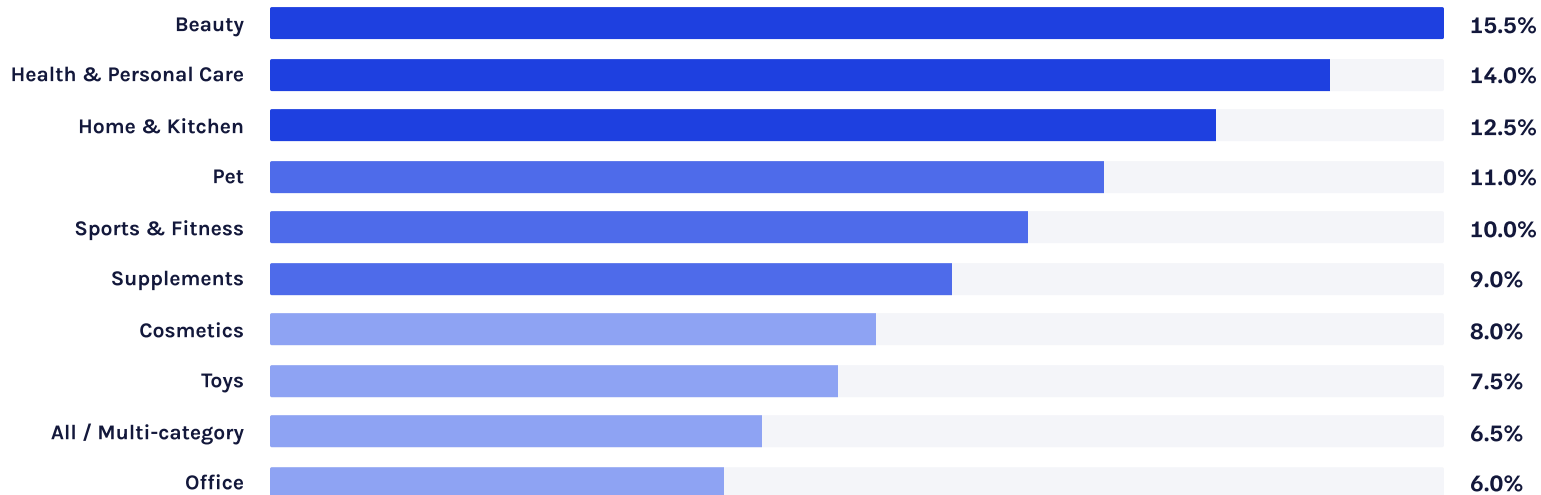
ATTENDEE ANNUAL SALES

\$100M+	10%
\$10–100M	33%
\$5–10M	13%
\$1–5M	18%
\$500K–1M	7%
\$0–500K	15%

Highlighted bands make up the 43% doing \$10M+ a year.

Who you'll meet

Top categories represented at our 2025 event,
by share of attendees.



They come. They stay. They come back.

700+

Sellers at Pier Sixty in 2025 — **1,000+** expected in 2027.

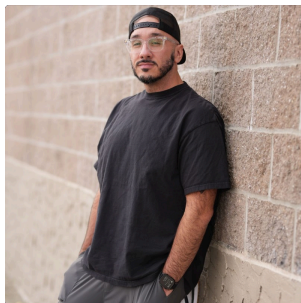
87%

Of surveyed attendees said they had **enough time to visit sponsors.**

84.6%

Likely to return — attendees rate the show **extremely highly.**

What our sponsors say



“This was a banger of a show — I got over 30+ meetings booked within five minutes of the QR code going up at the end.”

— John Aspinall **PickFu**



Peter-Paul Maan
Intelliviv

“

The energy, the insights, the connections — it all came together perfectly. Can't wait for the next one.



David Katz
Archer Affiliates

“

One of our favourite shows this year for the Archer team, by far.



Christie Rugh
SkyPostal

“

Was a great show. Thank you, Innovate.

In good company

60+ service providers and partners who've sponsored
Innovate.

			  CARBON 6 BY SPS COMMERCE	 A World Company			
	 Worldwide Returns & ReCommerce	 INTERNATIONAL RETURNS & RECOMMERCE	 Quartile	 Northbeam	 Levanta	 STEIN	
 channelengine	 PickFu	 MDS	 profasee	 trellis	xmars	 AVASK	 Archer Affiliates
 Intellivy	 JungleAce	 smartscout	 viably	 VATAI	 VEYER	 Clio Assets	 AMZ ONE STEP
 amazon warehousing and distribution	 ACTIVATE TALENT	 atom11 Advanced Amazon Ads Software	 AZsellerkit	 BidX	 BILIONDOLLAR SELLER SUMMIT	 BLUETUSKR	 ConnectBooks
 DESCARTES	 FellowShip	 lashpricer	 FORCEGET Supply Chain Logistics	 foxquilt	 GOLDSTEIN LAW FIRM	 houseofamz	 MarketLeap
 Mirage ID	 Nineyard	 OMG COMMERCE Commerce Logistics	 PPC ADVISER	 PEAK ROAS	 PHATOON 2024	 ReturnPro	 SBA 2024
 SellerChomp	 sellico	 SHIP GLOBAL GLOBAL SHIPPING MADE EASY	 SHIP4WD SHIPPING 4 WAREHOUSE DISTRIBUTORS	 SKYPOSTAL MULTI-STEP LOGISTICS COMPANY	 SEARBY MARKETPLACE	 STRATEGIC DISTRIBUTORS	 Superfuel AI AI agent for Amazon tasks

The brands in the room

A few of the 7, 8 & 9-figure brands whose operators have joined us on stage and on the floor.

**SIMPLE
MODERN™**

HC HEXCLAD

RIDGE

TRUE CLASSIC

JONES ROAD

MARY RUTH'S®

⊗ CUTS

/kit·sch/

EST 2015
ZULAY
KITCHEN

Zesty Paws®

HighKey®

Physician's Choice.

Comfrit

DASH 

**UTOPIA
DEALS**

BOOMBEAUTY

Some of our past speakers

7, 8 & 9-figure operators

SPEAKERS



Ezra Firestone
Smart Marketer



Mike Beckham
Simple Modern



Sean Frank
Ridge Wallet



Jason Panzer
HexClad



Daniel Winer
HexClad



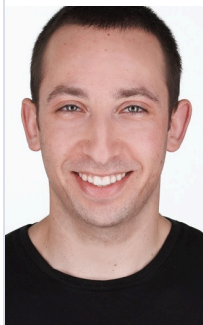
Ben Yahalom
True Classic



David Ghiyam
MaryRuth Organics



Steven Borrelli
CUTS Clothing



Cody Plofker
Jones Road Beauty



Hudson Leogrande
Comftr



Aaron Cordovez
Zulay Kitchen



Aj Patel
Zesty Paws / HighKey



Evan Dash
StoreBound



Logan Chierotti
Physician's Choice



Jabran Niaz
Utopia Deals



Jeremy Thurswell
Kitsch

Two days built to maximize your exposure

Day 1 MON, MAY 24

SPONSOR-FOCUSED

- VIP Networking Breakfast
- Sponsor Showcase throughout the day
- Onsite Lunch
- Presentations & Networking
- VIP Workshops
- Cocktail Hour
- Happy Hour (ticketed)

Day 2 TUE, MAY 25

- Onsite Breakfast
- Sponsor Showcase throughout the day
- Onsite Lunch
- Speakers & Presentations
- VIP Dinner + second VIP experience
- Afterparty

87% of surveyed attendees said they had **enough time to visit sponsors.**

THE SETTING

Back at Pier Sixty.

An iconic waterfront space in the heart of Manhattan, with sweeping Hudson River and skyline views — and an expanded footprint that puts your brand front and center.

A curated food and beverage program keeps attendees on site, and in front of you, across both days.

GETTING THERE

Minutes from the High Line, Hudson Yards, Chelsea Market and Penn Station.

ADDRESS

Pier 60, Chelsea Piers
New York, NY 10011

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— SPONSORSHIP

Sponsorship opportunities

Packages, à la carte activations, booths and add-ons — built around the outcomes that matter to you.



SPONSORSHIP PACKAGE

Platinum

The flagship: the longest stage time, the most meetings and the biggest footprint at the show.

SOLD OUT

2027 · JOIN THE 2028 WAITLIST

20_{min}

Main Stage presentation

The full room, prime slot

30_{min}

Breakout session

A deep-dive with a self-selected audience

25

Pre-booked meetings

Qualified and guaranteed before you arrive

20×8_{ft}

Double booth

Oversized, premier location

Also included

- Main stage branding
- Premium branding on website, conference & email
- Custom question in the intake survey
- Cocktail table branding
- 4 VIP passes + 2 dinner tickets
- 3 general tickets for your top customers
- Full branding on the schedule
- Sponsor-branded push notifications
- Custom product insert in bag
- Attendee email list after the show
- 10 conference + VIP event passes

SPONSORSHIP PACKAGE

2 AVAILABLE

INVESTMENT

Gold

Stage time, qualified meetings and the biggest booth on the floor.

\$60,000

8_{min}

Main Stage spot

Your pitch to the full room

20_{min}

Breakout session

A deep-dive with a self-selected audience

10

Pre-booked meetings

Qualified and guaranteed before you arrive

20×8_{ft}

Double booth

Oversized, premier location

Also included

- Hall signage
- Premium branding on website, conference & email
- Attendee email list after the show
- 3 general tickets for your top customers
- Full branding on the schedule
- Custom product insert in bag
- 2 VIP passes + 4 conference passes
- Priority placement for 2028

— SPONSORSHIP PACKAGE

2 AVAILABLE

VIP Sponsor

Own the most memorable evening of the show — the VIP Dinner and a second VIP experience. VIP speakers and attendees are the top operators at Innovate, who have paid to be part of this select group.

INVESTMENT

\$47,500

VIP Dinner

Full branding & pitch

The highest-value room at the show

Second VIP event

Full branding

Full branding · host reads your 30-sec statement at both VIP events

Signature drink

Created & named for you

Served at the VIP Dinner

10×8_{ft}

Booth

On the exhibit floor

Also included

- Premium branding on website, conference & email
- Attendee email list after the show
- 4 VIP conference passes
- Custom product insert in bag
- 4 VIP Networking Breakfast passes
- 3 general tickets for your top customers

— SPONSORSHIP PACKAGE

2 AVAILABLE

INVESTMENT

Silver

Your brand visible across the venue, plus five qualified meetings.

\$32,500

5

Pre-booked meetings

Qualified and guaranteed

Cocktail Hour

Short speech

Remarks to the full room

Happy Hour

Co-branded presence

With drink branding

10×8^{ft}

Booth

On the exhibit floor

Also included

- Hall signage

- Premium branding on website, conference & email

- Custom product insert in bag

- 1 VIP pass + 4 conference passes

Deluxe à la carte packages

Badge & Registration **\$25,000**

- Branding on badge & lanyard
- Full registration-table branding
- 10×8 ft booth
- Bag insert + web/email branding
- 4 conference passes

Refresh Lounge **\$20,000**

- Dedicated branded atrium lounge
- Custom furniture & décor
- QR / touchscreen integrations
- Immersive brand experience

Gold Lunch **\$20,000**

- Host-read statement at lunch
- 30-sec main-stage spot pre-lunch
- 10×8 ft booth
- Collateral on dining tables
- 4 conference passes

Coffee / Tea **\$15,000**

- Cup & napkin logo + QR code
- Signage at all coffee stations
- 10×8 ft booth

Industry Leader Breakout **\$15,000**

TOP SELLER

- 20-minute breakout (room of 280+)
- Full schedule & web branding
- Bag insert + 2 conference passes
- No booth included

Happy Hour **\$13,500**

- Title branding at Happy Hour
- Short speech / demo moment
- Bar & drink branding
- 10×8 ft booth + 4 passes

Booths & private spaces

MAIN FLOOR

Standard**\$9,950**

CORNER LOCATION

Premium**\$11,950**

HALLWAY · HIGHEST TRAFFIC

Prime**\$14,950**

NEED MORE ROOM?

Double booth**Any two adjacent booths**

Every booth includes furniture, badge-scanning app, power drop, a custom coupon code, web & email branding, and priority for next year's selection.

Private Room**\$8,950**

Your own room for a day — meetings, demos and appointments away from the floor. Seats 10-15. The deal room.

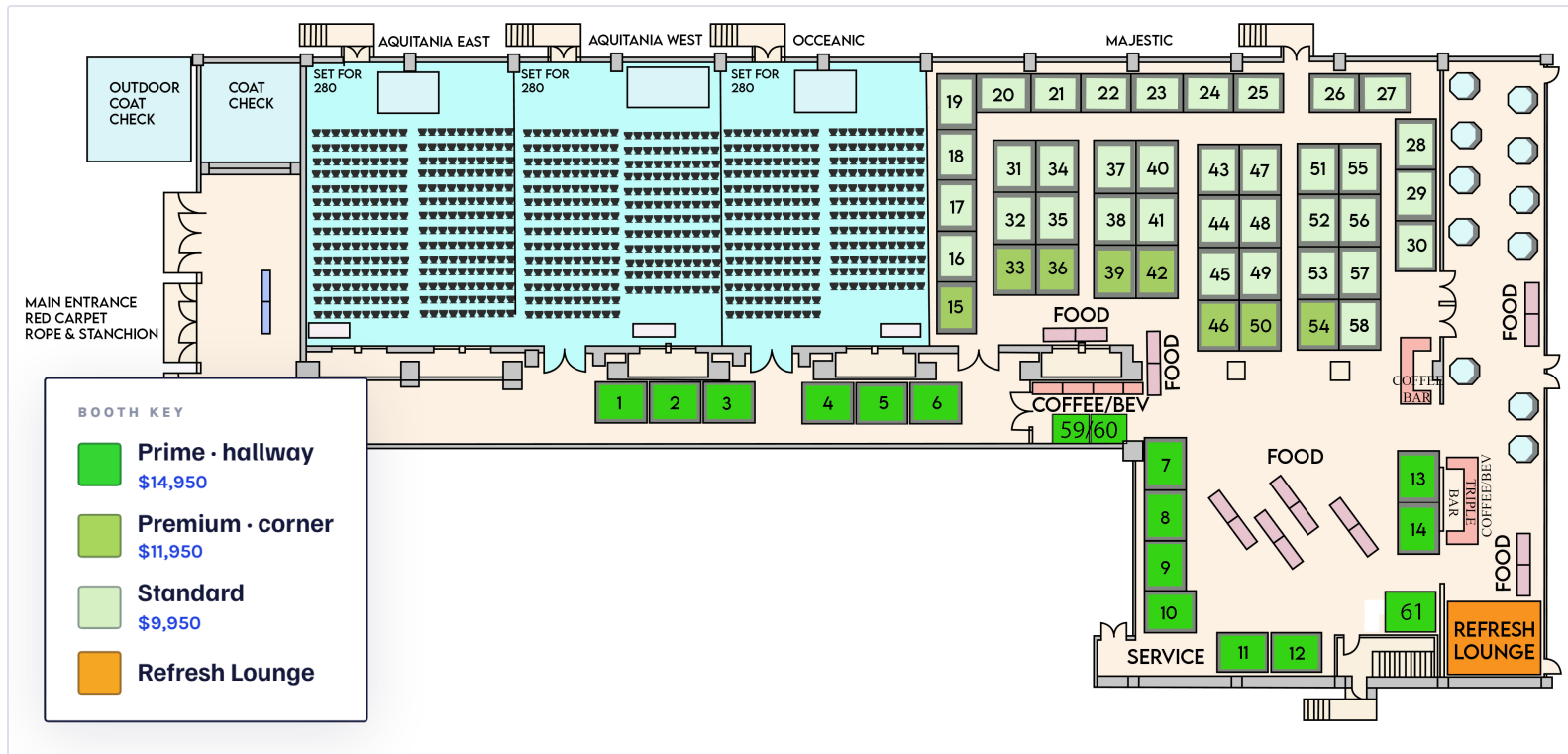
Charging Station**\$4,500**

A branded area where attendees charge their phones — high dwell time. Includes 1 conference pass.

The floor plan

Pier Sixty · booths color-coded by tier

FLOOR PLAN



Add-ons

\$7,000

Event App Sponsor

Your brand across the official event app for the full show.

\$4,500

30-Second Commercial

A 30-second spot played to the main-stage room.

\$4,500

Chair Drop Flyers

Your flyer on every seat ahead of a main-stage session.

\$3,750

Dedicated Pre/Post Email

A solo email to all attendees before or after the show.

\$3,500

Sign Package

A curated set of branded signs placed around the venue.

\$3,000

Bag Insert

Your product or collateral in every attendee bag.

\$2,750

Branded Stand-Alone Sign

A single premium sign in a high-traffic spot.

Custom

Year-Round Community Presence

Pinned posts, newsletter mentions and a 12-month footprint.

Make it yours

Have an idea that isn't on the list? We'd love to build it with you — extended branding at Innovate, shaped around your goals, your budget and your brand.

- 1 Raffle & booth giveaway
- 2 Branded display or kiosk around the venue
- 3 Publication wall
- 4 Gamification / gaming area
- 5 Interactive art installation
- 6 Branded boat on the Hudson — your logo or film playing for the length of the show

**If you can imagine it, we can help
you build it.**

Contact us to get started.

hello@innovate.show



— LET'S TALK

Reserve your place in the room.

Lock in 2027 pricing — the earlier you commit, the better your placement on the floor and on the schedule.

Contact us to get started hello@innovate.show

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